

POSITION DESCRIPTION
SUPERVISORY WEB COMMUNICATIONS ADMINISTRATOR
GS-0301-15

INTRODUCTION

This position is located in the Department of Homeland Security (DHS), Office of Public Affairs (OPA).

The Office of Public Affairs is responsible for managing external and internal communications for the Department of Homeland Security. The Office of Public Affairs responds to national and international media queries, maintains and updates the Department's official website, writes speeches for the secretary and other principals and coordinates speaking events for Department officials. The Office fosters and oversees strategic communications throughout the Department and with key external stakeholders. It manages the Department's organizational identity and branding program, which includes use of the DHS seal and related guidelines. It manages or supports the Department's key public communication and awareness campaigns. It also oversees the Department's employee communication activities, which include town hall meetings between management and employees and an intranet site. Finally, its Incident Communications program guides overall federal incident communication activity and coordinates with federal, state, local, tribal, private sector and international partners to ensure accurate and timely information is given to the public during a crisis.

The incumbent directly manages the official Department website and performs highly complex assignments involving web communication support to strategic communications efforts about major administrative programs or initiatives and/or operations impacting components across the department, interagency, intergovernmental and other key public stakeholder relationships. These often include strategic assessments in support of Office of Public Affairs communication operations.

MAJOR DUTIES AND RESPONSIBILITIES**Technical Duties (75%)**

Responsible for the overall direction of development and hands on management of the Department's official website (DHS.gov), development of the Department's official web policy and strategic plans and also provides input and guidance to the web communications portion of strategic communication planning. Responsible for training and guiding HQ DHS Web Liaisons and the OPA Web Team and for ensuring the official DHS website is maintained, regularly updated and continuously improved following the best practices of leading government and private sector websites.

This position requires extensive experience and expertise in web development, web project planning and day to day operations of a major website; in analysis of operations for the purpose of proposing innovative solutions to problems; and in organizing, writing and

editing information that may be complex or very technical and making it easier to understand and meaningful to a wide array of audiences, including high level executives, federal, state and local government officials, private sector executives, the public, the media and Congress.

Incumbent generates and implements new web communication approaches and methods in order to enhance public understanding of complex programs, statistical information and important initiatives affecting a large and diverse domestic and international set of audiences.

Duties include, but are not limited to, the following:

Management of the Official DHS website:

Ensures the DHS.gov website and its content is current, accurate, consistent, of high quality and does not violate any relevant laws, regulations, policies or guidelines. Develops and implements strategies to support the Department's overall communication efforts, and specifically those of the Office of Public Affairs, to provide crucial, useful and relevant information to the public, key stakeholders through the official Department website. This includes longer term calendars, and plans as well as daily conversations with the rest of the Office of Public Affairs team to ensure all communication efforts are in sync.

Develops and implements strategies to help the Department's key program areas use the official website to carry out the DHS mission, to assist managers in achieving their goals and objectives related to stakeholder communication and to enhance the Department's service to its customers.

Maintains awareness of ongoing Departmental policies, programs, events and initiatives and proposes ideas and opportunities to use the official department website to help communicate about them with the public and other key audiences.

Establishes priorities and work plans for the Office of Public Affairs Web Team that support the key communication and messaging goals of the Department and further improve and enhance the official website's content, functionality and capabilities.

Organizes the content of the Department's website to ensure it is audience friendly, easy to navigate and the content provided maps to what visitors are looking for including planning how to address key multilingual and multicultural sub-audiences with limited English proficiency or disabilities.

Constantly reviews the site architecture, taxonomy and the functionality of the content management system to ensure it is easy for the HQ Web Liaisons to use.

Develops budget requests for technical contracts to support new web development efforts to improve the content management system and functionality of the Department's official website. Prepares the budget packages for review by Office of Public Affairs senior

leadership and Chief of Staff to request funding for the operation and maintenance of the official website including required services such as cloud hosting, system maintenance and fixes, edge servers and security and other operational measures as appropriate.

Establishes monitors and analyzes performance metrics and measures for the official website and uses that to guide improvements to the content, functionality and interactivity of the website in order to increase customer satisfaction and numbers of visitors. Briefs OPA leadership and key program managers regularly on the outcome of the metrics and on how the website is helping the department meet its overall missions.

Meets with key program managers at the HQ DHS level to hear their needs and requirements in order to analyze and propose ways to use the official website to help them with their missions, to propose new content products and to brief them on how the website is supporting their mission areas.

Organizes and provides training and general direction for the Web Team and all HQ Web Liaisons to use the Content Management System that runs the DHS.gov website, to plan for and develop appropriate content for the site and to ensure that all content follows appropriate laws, regulations, policies and procedures (especially clearance for public release procedures).

Promotes the Department's official website to all appropriate audiences in coordination with other Office of Public Affairs sections and HQ DHS offices such as Intergovernmental Affairs, Private Sector and the Cybersecurity Division of NPPD for example.

Reaches out to audience groups and key stakeholders through appropriate channels to get feedback on the Department's official website and uses the feedback to improve content, functionality and organization.

The incumbent must possess the experience and ability to manage a heavy workload, to develop efficient and effective processes that impact a wide range of department offices and to communicate clearly and effectively with managers and staff at all levels and with the public. Changing priorities place unusual demands on controlling workflow, so the incumbent must be able to adjust plans and schedules to appropriately respond to crisis situations and to withstand pressure and correctly prioritize efforts related to meeting the changing and sometimes competing needs of Department executives.

The incumbent must be able to function both independently and as a key member of Department teams, to develop effective long range strategies and to lead the Department in new directions for its official website and related communication effort. The ability to work effectively in teams both internal to the Office of Public Affairs and with others from program or technical support offices (including contractors) is essential to the success of the incumbent.

Serves as an expert consultant and Department technical authority for website content management and daily operations, and advise other program managers and staff in including online communication efforts in their communication plans, information

programs and outreach efforts.

Web Management Guidelines and Information Sharing:

Gets input from components, develops, recommends, coordinates and implements Department web policies and procedures including required reporting, processes for requesting new websites and content guidelines and standards for DHS websites that are appropriate for the Department's image and for the audiences DHS serves.

Serves as the Office of Public Affairs point of contact for information and ideas regarding the Department's official website and use of the web to communicate with the public and key stakeholders.

Represents the Department at interagency web-related initiatives, including Federal Web Manager groups and presents proposals and policies cleared by the Assistant Secretary that can support Department web efforts and to solicit partnerships and ideas to improve the Department's official website.

Networks with Web Managers throughout the Federal government and the private sector, soliciting ideas to help improve the Department's official website and to share for replication with other DHS component Web Managers.

Incident Communications:

Develops policies and procedures to use the official website to support the Office of Public Affairs' efforts during incidents of national significance. Regularly oversees review and update of those efforts.

Consults with and provides support to OPA Incident Communication team and ensures NTAS alert capability on the official website is functional and available and is capable of launching an alert if required. Ensures all other Web Team members are also able to perform this function.

Ensures appropriate processes and technologies to support are in place for emergency/incident communications.

In support of the Assistant Secretary, or the External Affairs Operational Director, coordinates with interagency federal web managers to ensure consistent and clear messaging is presented to the public across the responding federal organizations.

Supervisory Duties: (25%)

The incumbent performs all of the functions typically associated with first level supervision. Organizes plans, directs, controls, coordinates, and supervises staffs. Reviews the work of assigned staff for content and compliance with office, agency, and government-wide policies, regulations, and procedures. Plans and schedules the staffs

work, makes assignments to subordinates based on priorities, consideration of the difficulty and the requirements of the work, and the capabilities of the employees. Reviews, accepts, amends or rejects subordinate employees' work. Evaluates their overall performance, and ensures that each accomplishes a satisfactory amount and quality level of work in a timely manner. Gives advice, guidance, or instructions to individual employees on both work and administrative matters. Ensures that job descriptions accurately depict the actual work requirements, and that personnel and position action requests are promptly initiated when required. Interviews applicants for positions, makes selections or recommends selection for appointment, promotion, or reassignment. Hears and resolves minor complaints, and refers the more serious unresolved grievances to Employee Relations. Effects minor disciplinary measures and recommends action in the more serious cases. Identifies training needs of subordinates and makes provisions to satisfy these needs. Approves annual and sick leave requests, and ensures that timekeeper is apprised when subordinates are on leave.

Performs other duties as assigned.

NOTICE TO SUPERVISOR: Assignment of duties other than those above for a period exceeding 90 days constitutes a misassignment and must be corrected immediately by the appropriate operating official submitting a Standard Form 52, Request for Personnel Action, either to detail, temporarily promote, or to permanently assign employee to the appropriate position. The position should be reevaluated if the duties extend beyond 90 days and it is reasonable to assume that the duties will continue to recur, even if not in a precisely predictable pattern.

OTHER REQUIREMENTS/INFORMATION

This position has been designated as NONCRITICAL SENSITIVE and requires a SECRET clearance to perform the assigned duties. The employee is required to obtain and maintain this clearance. Failure to do so may result in separation for the efficiency of the Federal Service.

NOTICE TO EMPLOYEE: Title and grade are established in accordance with position classification standards and guides. These referenced materials are available for your review in the Human Resources Management and Services (HRMS).

FACTOR LEVEL DESCRIPTIONS

Factor 1: Knowledge Required by the Position (Level 8, 1550 points)

Mastery of planning, organizing and executing various functions in support of the Department's delivery of both public and employee information and services via the web.

Mastery of the current principles, methods, best practices and techniques of web information architecture and taxonomy design, web publishing, web content and operational management, web graphic design and imagery technology, strategic communications, usability testing, data visualization and other internet technology.

Broad knowledge of Department missions, program objectives, initiatives, policies and sensitive issues; detailed knowledge of components, key programs and objectives of the Department and of related programs at other federal agencies working with or supporting the Department's missions.

Expert knowledge of editing, writing, publishing and preparing materials appropriate for web communications and ability to advise HQ Web Liaisons and program staff/supervisors on how to best develop and present material that is current, useful, relevant, easy to understand and highly effective in communicating with key audiences of the Department's official website.

Expert knowledge of and hands on experience with software packages used by the Department including the current Content Management System in place for publishing to the Department's official website.

Knowledge of target audience identification and needs analysis, web usability assessments, web performance metrics and measurement, including customer surveys, focus groups, interviews, customer feedback and inquiry analysis and website traffic analysis, sufficient to allow the incumbent to play a lead role in conducting the assessments and applying the results of those assessments to strategies to improve the efficiency, effectiveness, customer satisfaction and reach of the Department's official website.

Knowledge of government and Departmental regulations, policies and procedures pertaining to the public presentation and publication of materials on the internet.

Knowledge of applicable laws, regulations and guidance governing Federal information management activities and public release of information, especially for website operations.

Factor 2: Supervisory Controls (Level 2-5, 650 points)

The incumbent is expected to work with complete independence to achieve the goals and objectives given to the Web Team and base his/her efforts and strategies on both broad and direct guidance given by the Assistant Secretary for Public Affairs and the direct supervisor, the Principal Deputy Assistant Secretary. Incumbent is expected to support the key Departmental objectives and missions through long term web communication strategies and the day to day operations of the Department's official website. Close communication and coordination with senior leadership and all sections of the Office of Public Affairs and with key program officials is essential to the success of the incumbent's efforts. The incumbent operates with broad discretionary authority, guided by policy initiatives and objectives laid out by the Administration, the Secretary and the Assistant Secretary for Public Affairs and by laws, regulations, policies and requirements established by the Office

of Management and Budget and other White House Executive agencies and offices related to web communication. Recommendations for new projects and alteration of objectives are usually evaluated for such considerations as availability of funds and other resources, non-conflict with other broad program goals or national priorities before being proposed to senior leadership.

Factor 3: Guidelines (Level 3-5, 650 points)

The incumbent follows Department policy and regulations, appropriate laws, and government-wide policy and regulations when carrying out or assigning tasks to his/her team. Guidelines are broadly stated and typically nonspecific to assigned work. The incumbent must use sound judgment in interpreting and applying the intent of provisions in the guidelines and regulations as well as exercise initiative and judgment in selecting the appropriate portion of guides for use in completing ambiguous or conflicting instructions. While the incumbent is recognized as a technical authority in the development and interpretation of guidelines directly related to the web communication function, he/she is expected to coordinate with appropriate legal, ethics and IT technical offices when preparing proposals and recommendations.

Web communications is at the intersection of the rapidly evolving areas of communication and information technology so the incumbent will frequently be required to handle and manage his/her team in unprecedented situations. In addition, technical guidelines governing the use of the internet in mass communications and incident communications are scarce and non-authoritative. Available guidelines tend to be more commercially oriented for marketing and private sector use so have limited applicability to many of the complex and unusual situations the incumbent will encounter. The incumbent must use their expertise, experience, resourcefulness, sound judgment, tact, strong professional relationships and originality to effectively interpret or adapt guidance materials to unique and changing issues and situations.

Factor 4: Complexity (Level 4-6, 450 points)

The Department of Homeland Security, as the third largest cabinet-level organization in the Federal government, has a wide range of components and its five basic missions are by their nature, complex, critical and far-reaching. Communicating about the Department, its components and missions, requires the incumbent to have a broad knowledge of the range of activities, programs and events as well as a knowledge of the key stakeholders and audiences for those elements. The incumbent must integrate an analysis of the information needs of the various audiences with the objectives and communication goals of the Department and its programs along with sensitivity to the broader communication activities of the Administration as a whole in planning, coordinating and executing an effective web communication strategy for the Department's official website. The incumbent provides Office of Public Affairs senior leaders his/her findings based on audience needs identification and feedback analysis and proposes web communication actions and plans to achieve key communication goals. The proposed actions and plans have potentially long-range effects and significant impact on the public.

The work also requires keeping informed and understanding the fast-paced developments in web communication methods, techniques and technology. Knowing how to harness new developments for faster and more efficient implementation and output of content and features is a basic requirement of the position. The incumbent is often faced with broad assignments and must display a high degree of originality and creativity in developing effective and appropriate approaches to those assignments and must demonstrate a clear and sophisticated understanding of Department lines of authority, program objectives and policies and the critical sensitive issues that confront the Department in order to correctly advise officials on the public release or improvement of materials on the official website.

The incumbent is involved along with other section leads of the Office of Public Affairs in the planning and implementation of the Department's broad communication and information program, and in particular for the portion that uses the official website to inform and educate the public as a whole, and particular audiences in specific. This role involves evaluating information and outreach programs and recommending ways to improve their effectiveness, developing written materials conveying easy to understand explanations of complex information about the Department's programs and policies, and making the greatest use of imagery, graphics and audio elements to further communicate with the audiences more effectively all through the official website.

The work also involves the coordination, assembly, editing, packaging and clearance for release of sometimes time-sensitive information which requires a very fast paced effort and long hours to meet strict deadlines. The coordination efforts extend to other sections of the Office of Public Affairs, to other divisions and program offices within the Department, to other departments and sometimes all the way up to the White House.

Factor 5: Scope and Effect(Level 5-6, 450 points)

The work of the incumbent involves identifying issues and resolving problems that affect the work of a number of offices within the Department and has a significant impact on the public perception and image of the Department. The incumbent must develop and coordinate work processes with managers and staff at various levels and must participate in Department and Office of Public Affairs planning and implementation efforts. During incidents of national significance, the work significantly impacts national public safety and communication of critical information to the American public.

Factor 6 & 7: Personal Contacts and Purpose of Contacts (Level 6-4 & 7-d, 330 points)

The incumbent's work involves regular contacts with executives, managers, and staff at all levels within the Department. The incumbent interacts with high-ranking officials, web communication peers, managers and staff from other federal government entities.

The incumbent also has frequent contact with members of the public (both through internet feedback/communication and in person) and with private sector businesses and service agencies/contractors.

The purpose of the contacts is to gather information, feedback, ideas and insights to develop and implement strategies to create, develop, manage and improve the Department's official website. Contacts with the Department's customers and stakeholders are for determining their information needs and obtaining cooperation in disseminating information on significant issues concerning the Department's programs and initiatives. Contacts with the general public involve gathering and responding to questions, comments and other feedback on the Department's official website. The purpose of interactions with other federal government entities is to develop and coordinate partnerships to achieve common goals and to help improve the Department's web communication program embodied in its official website.

Factor 8: Physical Demands (Level 1, 5 points)

The work is mostly sedentary, with no special physical requirements.

Factor 9: Work Environment (Level 1, 5 points)

The work is performed in a typical office setting. Some travel is required to coordinate initiatives, to attend meetings and events, and to conduct demonstrations and presentations about the Department's official website and its operations.

Total Points: 4090

Point Range: 4055 – up = GS-15 (Grade controlling)

SUPERVISORY FACTOR LEVEL DESCRIPTIONS:

Factor 1 - Program Scope and Effect

Level 1-3, 550 Points

Directs a segment of administrative program which involves the development of major aspects of key agency, administrative, regulatory, and highly technical programs. The position impacts an agency's headquarters operations, and facilitates the agency's accomplishment of its programs of department significance.

Factor 2 - Organizational Setting

Level 2-3, 350 Points

The position is accountable to a position that is two or more levels below the first (i.e., lowest in the chain of command) SES, flag or general officer, equivalent or higher level position in the direct supervisory chain.

Factor 3 - Supervisory and Managerial Authority

Level 3-2c, 450 Points

The incumbent performs all of the functions typically associated with first level

supervision. Plans work to be accomplished by subordinates, set and adjust short-term priorities, and prepare schedules for completion of work; assigns work to subordinates based on priorities, selective consideration of the difficulty and requirements of assignments, and the capabilities of employees; evaluates work performance of subordinates; gives advice, counsel, or instruction to employees on both work and administrative matters; interviews candidates for positions in the unit; recommend appointment, promotion, or reassignment to such positions; hears and resolves complaints from employees, referring group grievances and more serious unresolved complaints to a higher level supervisor or manager; effects minor disciplinary measures, such as warnings and reprimands, recommending other action in more serious cases; identifies developmental and training needs of employees, providing or arranging for needed development and training; finds ways to improve production or increase the quality of the work directed; develops performance standards.

Factor 4 - Personal Contacts

Sub-factor 4A - Nature of Contacts

Level 4A-3, 75 Points

Contacts are with high ranking military or civilian managers, supervisors, and technical staff at bureau and major organization levels of the agency; with agency headquarters administrative support staff; or with comparable personnel in other Federal agencies. Contacts include those which take place in meetings and conferences and unplanned contacts for which the employee is designated as a contact point by higher management. They often require extensive preparation of briefing materials or up-to-date technical familiarity with complex subject matter.

Sub-factor 4B - Purpose of Contacts

Level 4B-3, 100 Points

The purpose of contacts is to justify, defend, or negotiate in representing the programs, committing resources, and in gaining compliance with established policies, regulations, or contracts. Contacts at this level usually involve active participation in conferences, meetings, hearings, or presentations involving problems or issues of considerable consequence or importance to the programs managed.

Factor 5 - Difficulty of Typical Work Directed

Level 5-7, 930 Points

The base level of nonsupervisory work performed by civilian employees is GS-12 and above.

Factor 6 - Other Conditions

Level 6-5, 1225 Points

Supervision and oversight at this level requires significant and extensive coordination and integration of a number of important projects or program segments of professional, scientific, technical, managerial, or administrative work comparable in difficulty to the GS-12 level. Supervision at this level involves major recommendations which have a direct and substantial effect on the organization and projects managed.

Total Points: 3680

Point Range: 3605 -4050

Final grade: GS-14 (Not grade controlling)

FLSA EVALUATION

Title, Series, Grade: Supervisory Web Communications Administrator, GS-0301-15

Position Number: 055358

Each position is presumed to be FLSA non-exempt unless a determination indicates that the position clearly meets the requirements of one or more of the exemptions.

☐ **Foreign Exemption** (permanently assigned overseas)

☒ **Executive Exemption**

- ☐ Exercises management responsibility (primary duty)
- ☐ Customarily and regularly supervises two or more employees
- ☐ Has the authority or recommends to hire, fire, advance, promote other employees

☐ **Professional Exemption**

- ☐ Learned Professional - requires knowledge of an advanced type in science or specialized intellectual instruction
- ☐ Creative Professional - primary duty is work requiring invention, imagination, originality, or talent in a recognized field of artistic or creative endeavor
- ☐ Computer Employees - computer systems analysts, computer programmers, software engineers, or other similarly skilled workers in the computer field

☐ **Administrative Exemption**

- ☐ Primary duty consists of non-manual work directly related to management or general business (administrative work)
- ☐ Exercises discretion and independent judgment with respect to matters of significance
- ☐ Participation in the executive/administrative functions of a management official

☐ **Non-Exempt**

- ☐ Developmental position where the position is not exercising the full level of discretion